



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES May 7, 2008

Board of Directors

Sonny Astani, Barbara Bundy, Kathy Faulk, Jeffrey Griswold, Robert Hanasab, Steve Hathaway, Kevin Houser, Marc Loge, Sandy Nam, Christopher Pfohl, Carol E. Schatz, Patrick Spillane, Josh Wrobel, Peter Zen,

Absent

Robert Bellack, Robert Cushman, David Damus, Frank Frallicciardi, John Goldrick, Kent Handleman, Anne Peaks, Peklar Pilavjian, Steve Provencio, Colin Shepherd

Staff

Hal Bastian, Jacob Holloway, Ken Nakano, Bobby Ortiz, Juan Sanz, Alexander Stettinski, Justin Weiss, Hong Zhao

Guests

Robin Blair, Director Central Area Planning, Metro; Diego Cardoso, Executive Officer, Metro; Ann Kerman, Constituent Program Manager, Metro; Ray Sosa, Principal Transportation Planner, CDM

CALL TO ORDER

Hathaway called the meeting to order without a quorum at 8:06 a.m. A quorum was reached at 8:24 a.m.

GUEST SPEAKER PRESENTATION

Diego Cardoso provided an overview of the expansion of the Metro system, which is tied to the economic growth of the region. Part of the goal of the Regional Connector is to support Downtown's growth as a business, residential, and cultural center. The Regional Connector is expected to improve mobility throughout the region, as riders are able to utilize the system to travel longer distances seamlessly without unnecessary transfers. Cardoso introduced Ray Sosa, Principal Transportation Planner at CDM, who acted as the consultant in conducting the Regional Connector Transit Corridor Alternative Analysis (AA) Study.

Sosa provided an overview of the expansive Metro system, which includes Commuter Rail, Heavy Rail or Subway, Light Rail Transit (LRT), and Bus Rapid Transit. The Alternative Analysis will consider various modes, alignments, configurations, and station locations. The Regional Connector would provide a connection between Metro Blue, Metro Expo, and Metro Gold Lines. Metro expects an increase in ridership as a result of the Metro Gold Line Extension and Metro Expo Line.

Cardoso emphasized the importance of infrastructure investment for the region to remain competitive as a center of trade and commerce. Metro's Regional Connector is one such investment. While the Regional Connector is

not funded by the Draft Long Range Transportation Plan (LRTP), it remains a priority as a Strategic Unfunded project. Metro is exploring sources of federal funding. As a result of Metro's previous experience in competing for federal transportation funding, the Regional Connector is one of the most competitive projects in the nation.

A question and answer period followed.

NEW BOARD MEMBER RECOMMENDATIONS

Schatz recommended Kathy Faulk, Hilton Checkers Los Angeles; Daniel Swartz, Quadrangle Development Company; and Christopher J. Pfohl, The Moinian Group to the board.

A motion was made to approve the new board member recommendations by Zen, which was seconded by Loge, and the motion was unanimously approved.

ELECTION OF NEW OFFICERS

Schatz recommended Patrick Spillane as a new Executive Committee Member.

A motion was made to elect Spillane to the Executive Committee Member by Bundy, which was seconded by Loge, and the motion was unanimously approved.

APPROVAL OF MINUTES

Spillane made a motion to approve the Minutes from the March 5, 2008 Board of Directors meeting, which was seconded by Zen, and the motion was unanimously approved.

PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS

Hathaway opened the meeting to the public for comments, in which there were none.

PRESIDENT'S REPORT

Schatz reported:

Schatz met with Russ Stanton and David Hiller of the *Los Angeles Times* to express concerns regarding stories about Downtown Los Angeles' residential housing market. Schatz emphasized the importance of responsible coverage.

The Annual Property Owners meeting took place on April 24, 2008. The meeting was well attended.

Schatz introduced Jacob Holloway, who was recently hired as Marketing & Design Associate.

Schatz announced the resignation of Hong Zhao, Controller. Zhao's last day as an employee of the DCBID will be June 6, 2008.

COMMITTEE REPORTS

ECONOMIC DEVELOPMENT

Bastian reported:

The promotional Downtown DVD was completed and premiered for the Board of Directors.

The Downtown LA Open House 2008 will take place on June 6-8. Over 80 businesses have signed up to participate in the weekend-long event.

The Downtown Los Angeles Demographic Survey will take place beginning in early September 2008, and the results will be released in January 2009.

Downtown Dog Day Afternoon at the Cathedral will take place on July 29, 2008.

Wokcano opened on 7th Street in April 2008. Seven Bar & Restaurant opened in mid-April. Bottega Louie is under construction.

The DCBID has two potential deals in the works with major office tenants.

The DCBID will continue its efforts to allow taxicabs to stop in Downtown to pick up passengers.

Arnie Morton's hosted the DCBID's monthly Downtown Residential Management Association mixer. A record number of over 100 guests attended. The next event in May is planned for Seven Restaurant/Bar.

The DCBID has ramped up its outreach to the residential leasing and sales teams throughout DTLA, hosting DTLA educational tours. The goal of these tours is to better prepare the sales/leasing teams to "sell" DTLA.

FINANCE

Zhao reported:

Green Hasson & Janks LLP recently completed an audit of DCBID financial statements for 2007. The auditors made seven recommendations, four of which have already been complied with. The Finance department, in conjunction with the Finance Committee, is taking steps to comply with the remaining three recommendations.

A motion was made to approve audited 2007 financial statements by Zen, which was seconded by Spillane, and the motion was unanimously approved.

Zhao reported the January 31, 2008 Financials (YTD):

Net Revenue:	(\$282,524)
Total Revenue:	\$0*
Total Expenses:	\$286,926
Public Safety:	\$130,738
Maintenance:	\$69,806

* As of January 31, 2008, no assessment revenue had been received.

A motion was made to approve the January 31, 2008 Financials by Zen, which was seconded by Spillane, and the motion was unanimously approved.

MARKETING

Stettinski reported:

The DCBID renewed the contract with Certified Folder Display and Western Brochure Distributors to disperse the DCBID's Guide to Downtown in over 600 locations in Los Angeles, San Bernadino, and Riverside Counties. The Guide is scheduled to be updated and re-printed in Summer of 2008.

The DCBID started the process of designing a new website, which is expected to be completed in four of five months. In the meantime, the current site is continually being updated.

The DCBID has developed a relationship with Starline Tours, and Downtown L.A. will have a presence in their new Best of L.A. Visitors Guide and a Downtown Tour for consumers is in the works.

The new Juror Video has been finalized and distributed to the courthouses in Downtown L.A.

The DCBID resumed the production of its quarterly newsletter. The May issue was written and edited and will be distributed in early May.

The DCBID is supporting the 11th annual "Hope for Firefighters" fundraiser again this year. The event benefits LAFD widows, orphans, and disabled firefighters.

The DCBID has committed to sponsoring L.A.'s Largest Mixer, a networking event at the Shrine Auditorium, scheduled for July 24.

The DCBID and Burson-Marsteller have been working on several media campaign concepts, including a "Stay-cation" campaign and a campaign to promote the Purple Patrol.

OPERATIONS

Nakano reported:

Thus far, 2008 has seen an increase in public safety issues in most categories. This is a source of concern for the Safety Team due to the upcoming summer season, which typically results in a spike in public safety issues. The DCBID is working closely with LAPD to combat the increase in activity in the area. Along 7th Street, which had seen an increase in crime during the first two months of the year, LAPD and the DCBID Safety team have worked collaboratively to intervene in such activities with positive results.

OLD BUSINESS

Board members expressed concerns regarding filming in Downtown Los Angeles without sufficient notice. Schatz urged board members to notify her of inadequate notice of filming, so she can address the issue with Film LA.

The Operations Committee previously suggested conducting town-hall meetings to increase dialogue between Downtown residents and LAPD. To foster a more productive dialogue between residents and LAPD, Schatz suggested a series of smaller meetings. Captain Jodi Wakefield has expressed interest in participating in these meetings.

The issue of parks in Downtown remains a source of concern to property owners and residents. Green space is critical to Downtown. Barry Sanders, President of the Los Angeles Board of Recreation & Parks Commissioners, and Jon Mukri, General Manager of the Los Angeles Department of Recreation & Parks will present to CCA's Housing, Land Use & Development Committee meeting on Wednesday, May 21, 2008. Schatz encouraged board members to attend the meeting.

NEW BUSINESS

No new business.

ADJOURNMENT

The next meeting will take place on July 9, 2008 at 8:00 a.m.

The meeting was adjourned at 9:31 a.m.